

## AMENDMENTS TO THE CLAIMS

Claims 1-10 (Cancelled)

11. (Currently Amended) A gel composition for delivering an active substance to a nasal membrane, the composition comprising:

an active substance comprising about 0.185 wt % to about 2.8 wt % ionizable zinc salt; and

about 75 wt % to about 99.8 wt % carrier, the carrier comprising an agent to facilitate diffusion of the active substance through mucous in the nasal passage, and about 75 to about 99 wt % water;

wherein the composition comprises about 0.000001 % to about 5 wt% thickening agent selected from the group consisting of carrageenan, sugar, guar gum, hydroxycellulose, methylcellulose, and hydroxyethylcellulose, ~~and other carbohydrates.~~

12.-13. (Cancelled)

14. (Previously Presented) The gel composition of claim 11, wherein the carrier comprises purified water, glycerin, and the thickening agent, and wherein the agent to facilitate diffusion comprises sodium chloride.

15. (Cancelled)

16. (Previously Presented) The gel composition of claim 14, wherein the thickening agent comprises hydroxyethylcellulose.

17. (Previously Presented) The gel composition of claim 11, wherein the active substance comprises zinc gluconate.

18. (Previously Presented) The gel composition of claim 11, wherein the composition comprises less than about 1.5 wt % zinc gluconate.

19. (Previously Presented) The gel composition of claim 11, further comprising a permeation enhancer.

20.-21. (Cancelled)

22. (Currently Amended) A method of treating a cold, comprising the step of administering the gel composition of claim 11 to a nasal membrane.

23.-40. (Cancelled)

41. (Previously Presented) A system for applying a composition to a nasal membrane comprising an applicator and the gel composition according to claim 11.

42. (Cancelled)

43. (Previously Presented) The gel composition of claim 11, comprising about 0.9 to about 2.0 weight percent ionizable zinc salt.

44. (Cancelled)

45. (Previously Presented) The gel composition of claim 11, comprising about 0.1 to about 3 wt% thickening agent.

46. (Previously Presented) The gel composition of claim 11, comprising about 0.000001 to about 5 wt% glycerin.

47. (Previously Presented) The gel composition of claim 11, comprising about 4 to about 60 mM zinc ion.

48. (Previously Presented) The gel composition of claim 11, comprising about 20 to about 44 mM zinc ion.

49. (Previously Presented) The gel composition of claim 11, wherein the viscosity of the composition is between about 2,500 cp and about 40,000 cp.

50. (Previously Presented) The gel composition of claim 11, wherein the viscosity of the composition is between about 5,000 cp and about 20,000 cp.